

FIG. 1

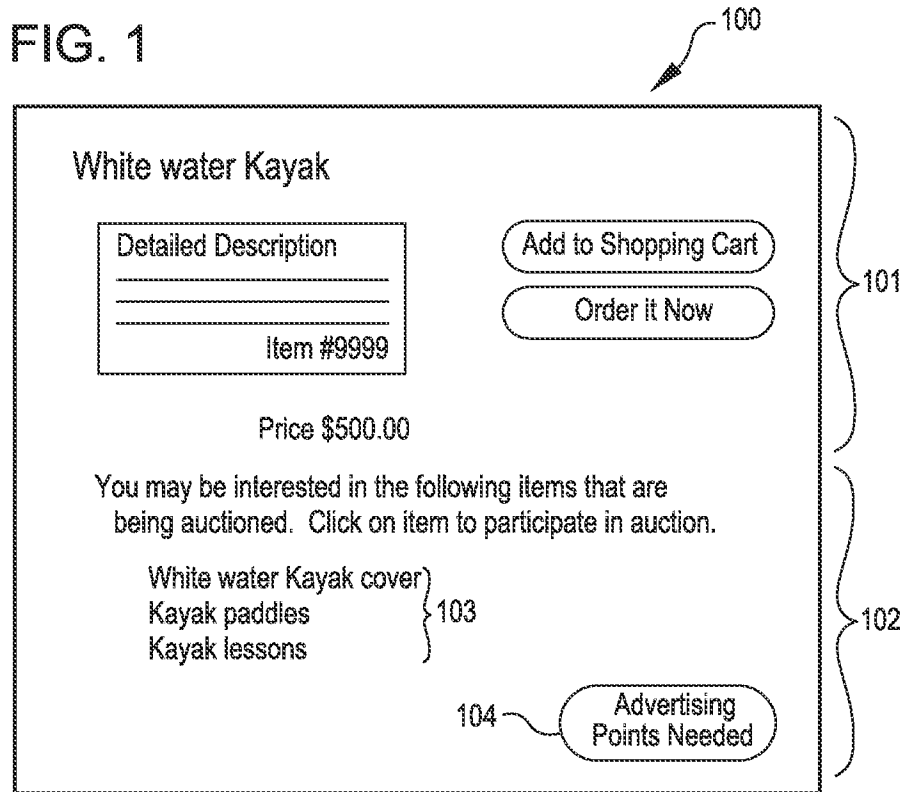


FIG. 2

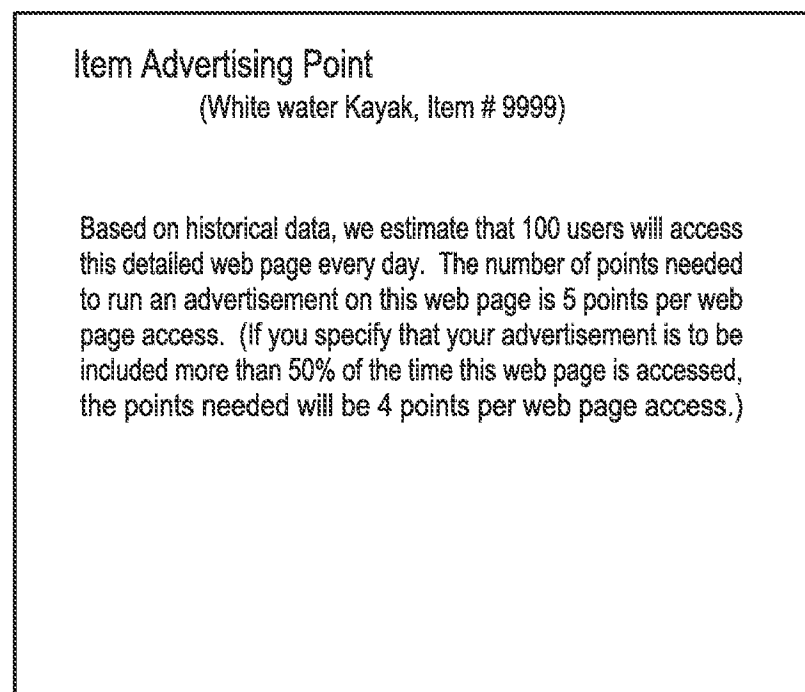


FIG. 3

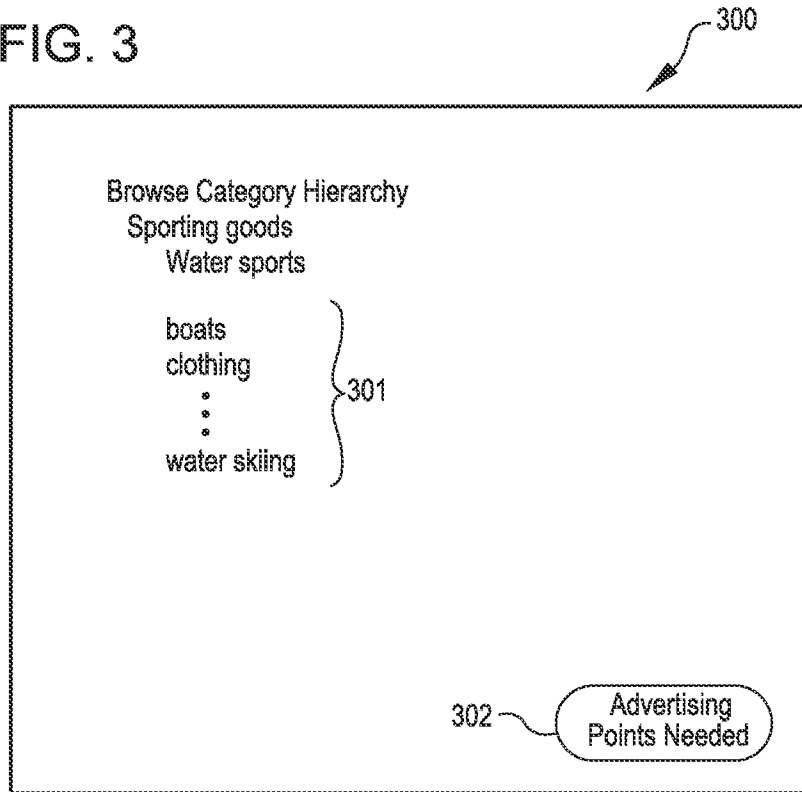


FIG. 4

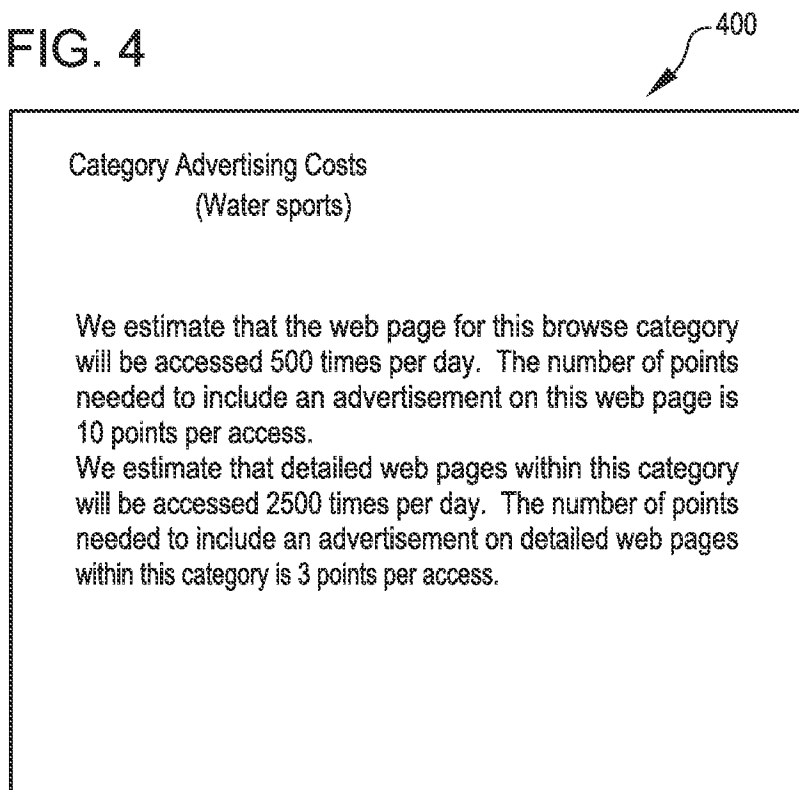


FIG. 5

500

Advertise Your Auction

Your Accumulated Ad Points: 50,000

Item Name: White water Kayak Cover 501

Advertise on Web Pages for

Item # 502

Category # 503

Start Time:

End Time: } 504

Advertise on the following percentage of web pages (1-100) 505

Bold ☐ 506

Special Effects ☐ 507

508

We estimate that the cost of placing this advertisement will be 2500 advertising points.

509

FIG. 6

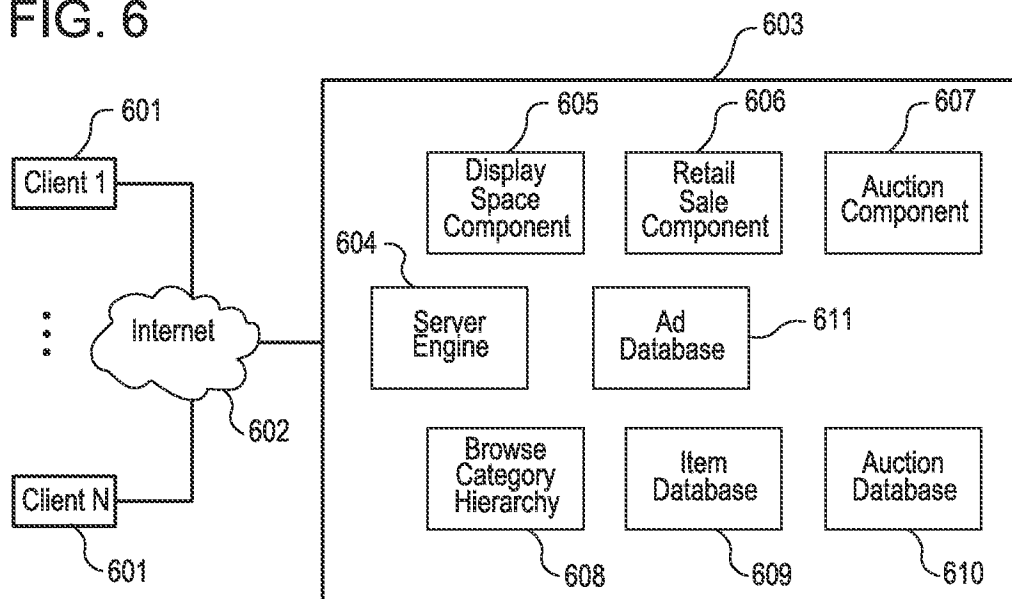


FIG. 6A

6A05

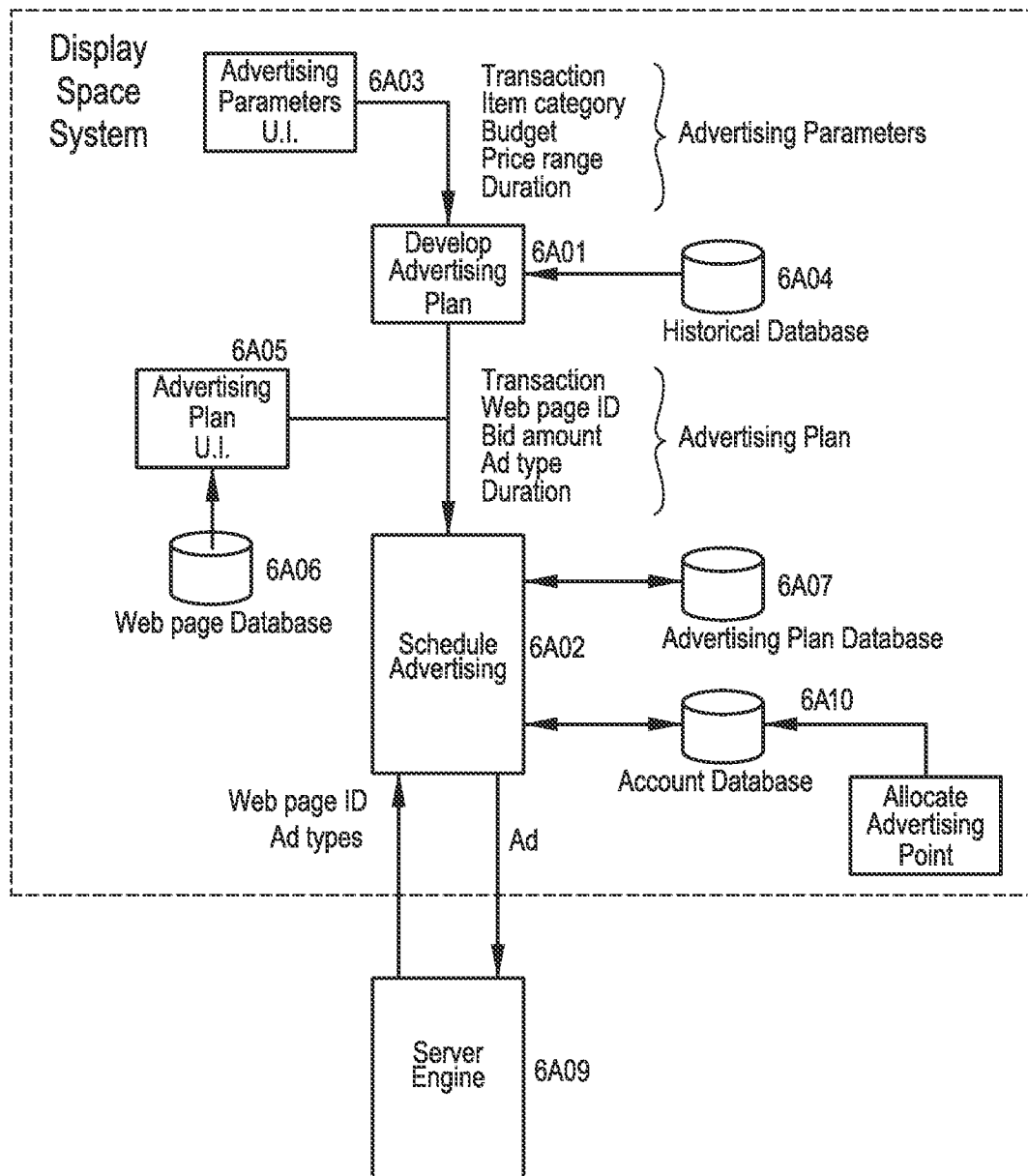


FIG. 6B

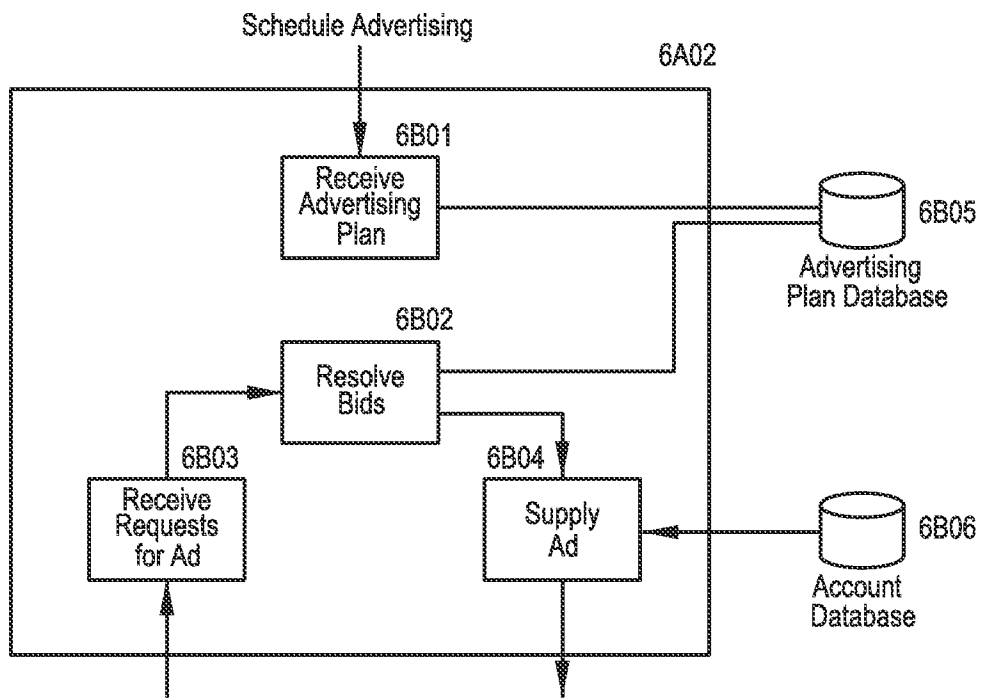


FIG. 7

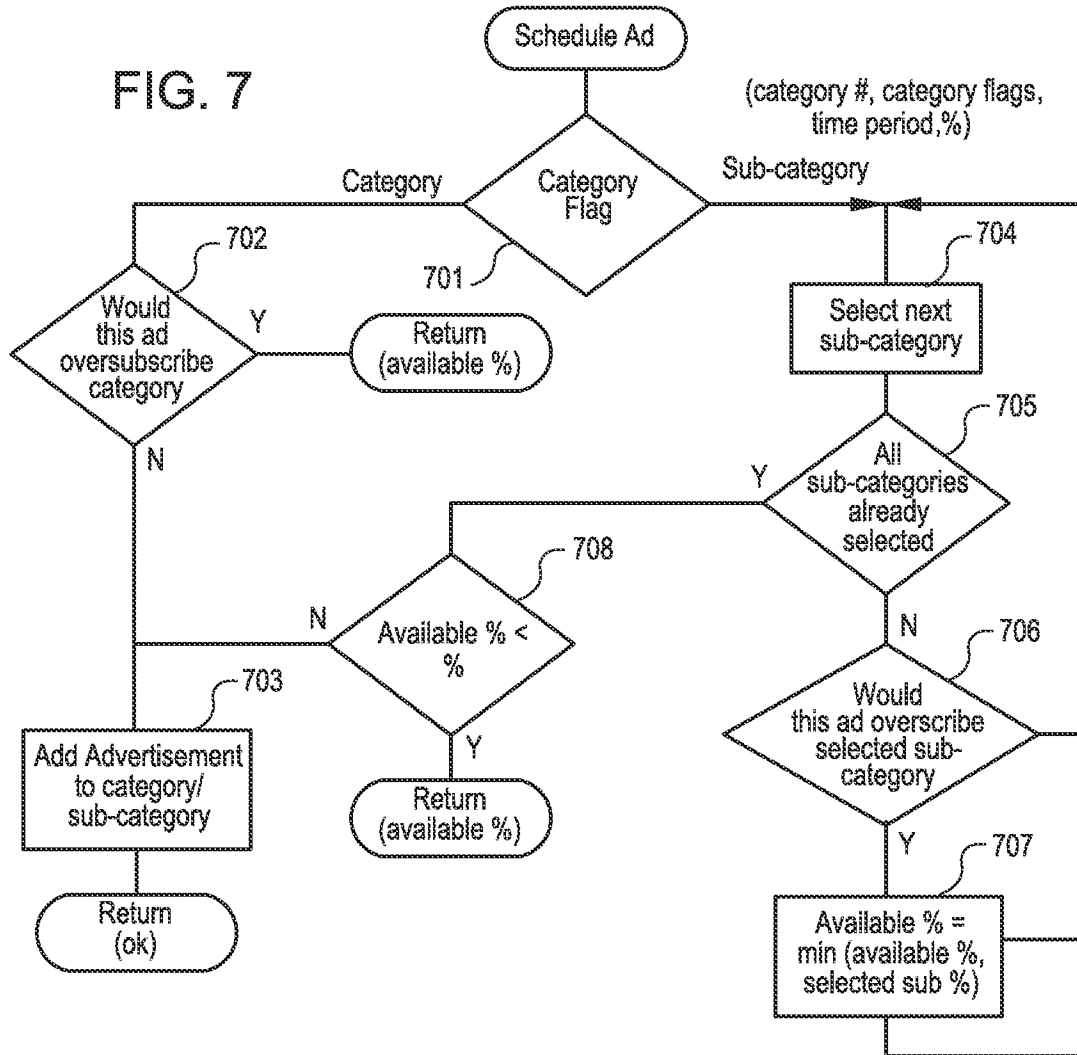


FIG. 8A

800

Submit Advertising Plan

Advertise What	AV1234	801
Advertise To Whom	Male with 18 ≤ age ≤ 30	802
Advertise When	6/17/99 between 5 a.m and 5 p.m.	803
Advertise Where	Detailed web pages on Water Sports	804
Enter % of web pages on which to advertise	20	805
Enter maximum number of accesses	200	806
Enter Bid Amount	3.5	807
		808

Submit Ad Plan

FIG. 8B

Ad Plan Table

Display Space Filter	Demographic Filter	Time Filter	Bidder ID	Ad ID	Percent	Max	Bid Amount	Ad History

FIG. 9

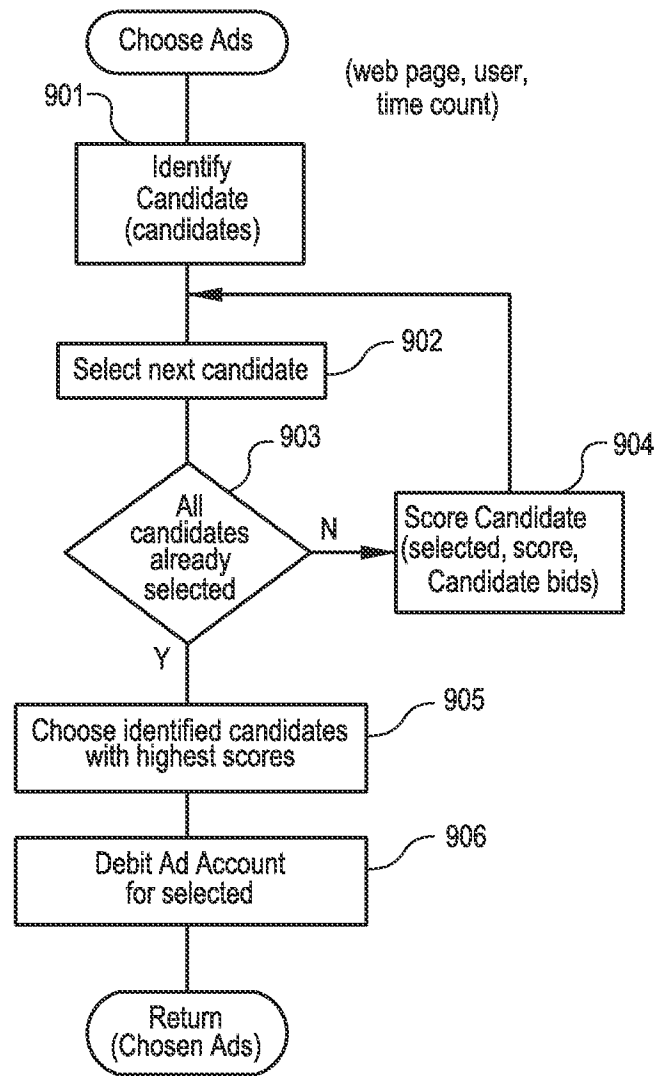


FIG. 10

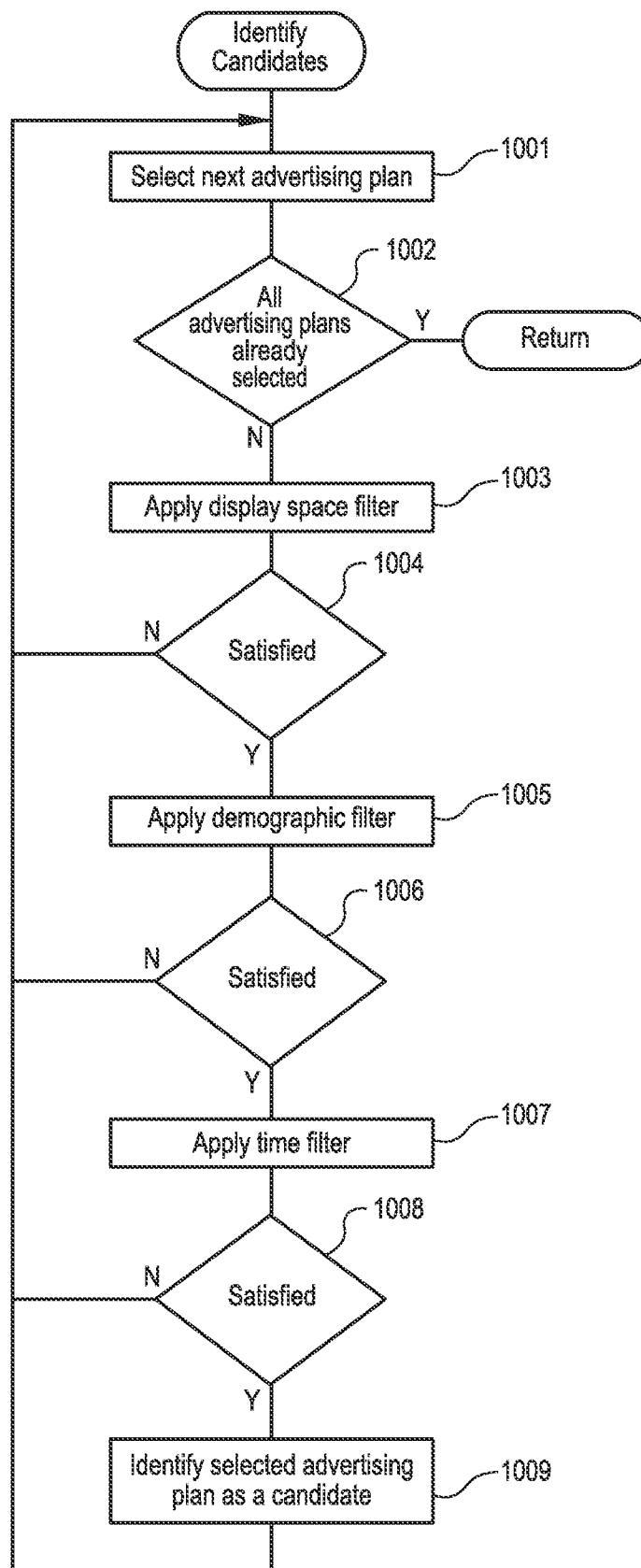


FIG. 11

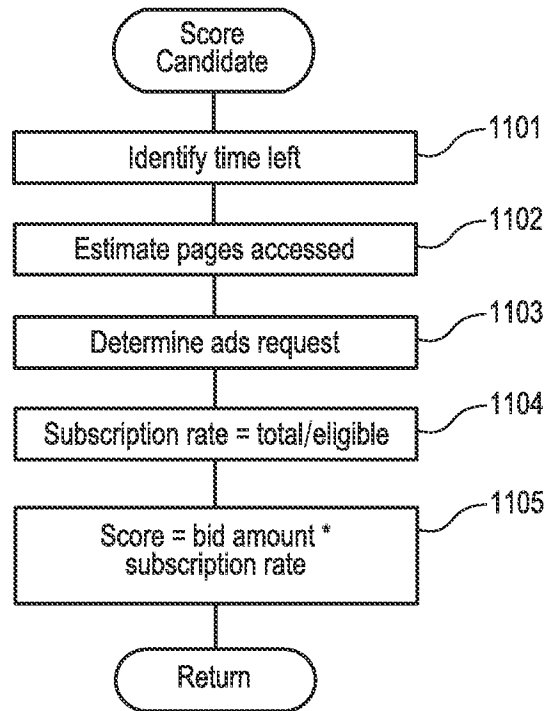


FIG. 12

Advertising Parameters

Enter ID of Transaction 1201

Enter Category 1202

Enter Budget (470 points in your account) 1203

Enter Price 1204

Enter Duration 1205

Develop Ad Plan

FIG. 13

Category Correlation Table

Category	Category				
	1	2	3	4	...
1					
2					
3					
⋮					

1301

Item Correlation Table

Category	Item				
	1	2	3	4	...
1					
2					
3					
⋮					

1302

FIG. 14

